



2024

# IOWA LATINO GALA SPONSORSHIP GUIDE

*Benefiting the Hola Center of Iowa*

FRIDAY, SEPTEMBER 13, 2024

6:30P - 10:30P

THE LOFT DSM

100 INDIANA AVE , 2ND FLOOR  
DES MOINES, IA 50314



**HOLA**  
center





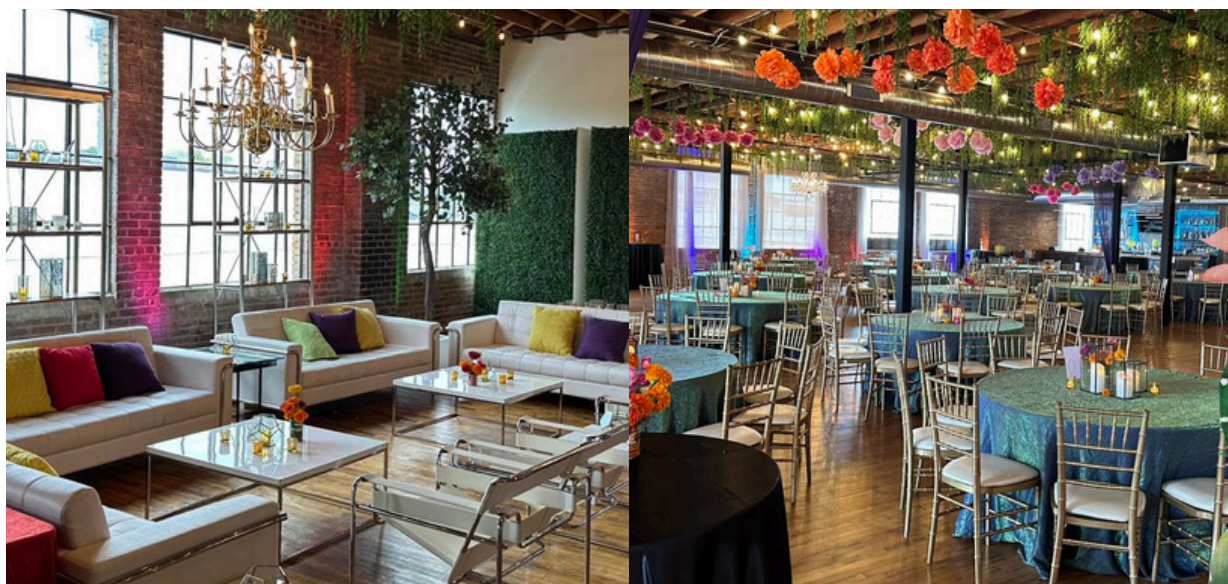
# OUR VISION & MISSION

The Hola Center of Iowa is an initiative of the Office of Latino Affairs, IowaHHS, the Iowa Commission of Latino Affairs, the Iowa Latino Alliance and the Iowa Spanish Helpline. It was founded due to the need of Latino communities in the state and in Des Moines to have a trusted entity that provides culturally and linguistically appropriate services.

The Hola Center of Iowa is the bridge that connects Latinos in Iowa with resources and opportunities to thrive by removing barriers and eliminating systemic gaps.

## THE GALA

As the Hola Center of Iowa's largest annual event, the Gala serves as a celebration of Latino cultures - highlighting a variety of foods, floral & fauna, music, art, and more! Through **sponsorships**, **ticket sales**, **silent auctions**, and **raffles**, this fundraiser allows our The Hola Center to continue to offer services to Latino communities in Iowa.



# 2023 SPONSORS & DONORS IMPACT

Here is what The Hola Center was able to accomplish this last year:

- Hire it's first staff member; "Service Coordinator"
- Purchase a service line that has aided 40+ community members in it's first month of operation
- Fund office space to meet with clients and house staff
- Implement a Resource Fair targeting the Latino Community
- Develop strategic planning of services for the next 2 years
- Increase Board Membership

**SPECIAL THANK YOU TO 2023 SPONSORS!**

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**MUSCO**  
*Lighting*  
We Make It Happen.

**Infinite**  
RESOURCES





# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - \$15,000 | 1 Sponsor

- Opportunity for Sponsor to speak at event
- Invitation of 6 guests to Signature Sponsor Private Dinner with the Hola Center Board of Directors to discuss initiatives, objectives, and goals
- Preeminent recognition as a Gala “Signature Sponsor” in all television, radio, print, and social media promotions and advertisements i.e. [company name]’s Latino Gala Benefiting the Hola Center of Iowa
- Prominent verbal recognition and featured on all signage at the Gala as a “Signature Sponsor”
- Full page ad in the Gala Program
- 2 Front Row placement tables for 10 guests, with “Signature Sponsor” signage
- 4 Complimentary drink tickets for each sponsor attendee
- Special recognition on the Hola Center front page website for 1 year
- 20 Signature Sponsor dedicated Facebook and Instagram Posts
- Special recognition in all post-event “Thank You” marketing





# SPONSORSHIP OPPORTUNITIES

## ORO SPONSOR - \$5,000 | 5 Sponsors

- Verbal recognition during the Gala
- Featured on signage at the Gala as a “Gold Sponsor”
- Quarter Page ad in the Gala Program
- 1 Table for 10 guests, with “Gold Sponsor” signage
- 2 Complimentary drink tickets for each sponsor attendee
- 5 Gold Sponsor dedicated Facebook and Instagram Posts
- Recognition on the Hola Center website, social media, and in our newsletter
- Special recognition In all post event marketing

## PLATA SPONSOR - \$3,000 | 5 Sponsors

- Verbal recognition during the Gala
- Featured on signage at the Gala as a “Silver Sponsor”
- Biz Card ad in the Gala Program
- 1 Table for 10 guests, with “Silver Sponsor” signage
- 1 Complimentary drink ticket for each sponsor attendee
- Recognition on the Hola Center website, social media, and in our newsletter
- 3 Silver Sponsor dedicated Facebook and Instagram Posts
- Special recognition In all post event marketing





# SPONSORSHIP OPPORTUNITIES

## TABLE SPONSOR - \$1,500 | 20 Sponsors

- Logo featured In the program
- 1 Table for 10 guests with "Sponsor" table signage
- Logo featured on Hola Center website and social media





# SPONSORSHIP REGISTRATION

You may e-mail your sponsorship registration form to [info@holacenter.org](mailto:info@holacenter.org) or [@holacenter.org](mailto:@holacenter.org) or call 515.770.1022 to register over the phone.

Please provide a high-res logo & blurb to the e-mail above by August 15th for branding recognition at event and social media platforms.

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT INFO

- SPONSORSHIP**
- PRESENTING SPONSOR - \$15,000
  - ORO SPONSOR - \$5,000
  - PLATA SPONSOR - \$3,000
  - TABLE SPONSOR - \$1,500
  - OTHER - \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

CVV: \_\_\_\_\_

BILLING ZIPCODE: \_\_\_\_\_

CHECKS MADE PAYABLE TO: HOLA CENTER | CHECK#: \_\_\_\_\_

1620 Pleasant Street, Des Moines, IA 50314

# SILENT AUCTION DONATION

**There will be silent auction during the event. Below is a list, not limited to, of suggested items that would be appreciated.**

- Weekend hotel/bed and breakfast packages Unique event experiences
- Tickets to shows
- Tickets to sporting events
- Fine dining restaurant certificates
- Autographed sports memorabilia
- Autographed music memorabilia
- Group beer/wine tasting
- Massage Package
- Spa Package
- High-end homeware
- Flight packages
- Ski trips
- Tropical trips
- In home catered dinner party
- Helicopter/airplane/hot air balloon ride
- House cleaning for a year
- Lunch with celeb/coach/athlete
- Fashion accessories
- Jewelry
- Private tour or backstage pass Popular home accessories
- Golf packages
- High-end Bottles of wine
- Chocolate baskets
- Barware
- Shopping Consultant/Personal coach Personal Trainer
- Tickets to speedway
- Exotic cars – drive or ride
- Wine club for a year
- Ticket packages-sports, fine arts ATV
- Quilts
- Latino Memorabilia





# DONATION FORM

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Donation Item: \_\_\_\_\_

Item Value: \_\_\_\_\_

Donated By: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

## Item Description

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_